

CLAIMS

We claim:

1. A method of providing a real time interactive environment, over the Internet,
5 between an agent of an online retailer and a client, comprising:

creating images of a product of the online retailer, the images including at least
one of a panorama view image, a 3-D movie image and a magnified image frame;

providing call center services for real time, bi-directional communication between
the agent and the client,

10 combining the product image with recorded voiceover, the voiceover further
describing the product;

pushing onto the client computer an alternative product, wherein the agent and the
client view the alternative product simultaneously;

receiving client input; and

15 providing a web server for hosting the created image of the product of interest and
hosting the call center.

2. The method of claim 1 wherein the client input include a product purchase order.
further comprising:

20 3. The bi-directional communication means of claim 1 comprising one of voice chat,
text chat, voice email, text email, group chat and shopping cart.

4. A method of providing a real time interactive environment, over the Internet,
25 between an agent and a client, comprising:

creating images of a product, the images including at least one of a panorama
view image, a 3-D movie and a magnified image frame;

providing a call center services for real time, bi-directional communication
between the agent and the client,

5 combining the product image with recorded voiceover, the voiceover further
describing the product;
pushing onto the client computer an alternative product, wherein the agent and the
client view the alternative product simultaneously; and
receiving client input.

10 5. The method of claim 4 wherein the client input include a product purchase order.
further comprising:

15 6. The bi-directional communication means of claim 4 comprising one of voice chat,
text chat, voice email, text email, group chat and shopping cart.

20 7. A method of creating a panorama image comprising:
obtaining digital photos from an image source;
stitching digital photos to create a panorama image;
compressing the panorama image;
recording voiceover related to the panorama image; and
associating the panorama image with a call center module, wherein the call center
provides bi-directional, real time communication between an agent and a client viewing
the panorama image.

25 8. The method of claim 7 providing communication means including one of: voice
chat, text chat, voice email, text email, group chat and shopping cart.

30 9. The method of claim 7 further comprising:
adding embedded text to the panorama image.

10. The method of claim 7 further comprising:
adding magnifier view to the panorama image.

35 11. The method of claim 7 further comprising:

5 creating a thumbnail view to the panorama image.

12. The method of claim 7 further comprising:
 performing at least one of cutting, cropping, adjusting color and resizing the
panorama image.

10 13. A method of creating a 3-D movie comprising:
 obtaining a plurality of digital photos from an image source;
 combining the plurality of digital photos to create a 3-D movie;
 compressing the 3-D movie;
 recording voiceover related to at least one frame of the 3-D movie; and
15 associating the 3-D movie with a call center module, wherein the call center
provides bi-directional, real time communication between an agent and a client viewing
the 3-D movie.

20 14. The method of claim 13 providing communication means including one of: voice
chat, text chat, voice email, text email, group chat and shopping cart.

15 15. The method of claim 13 further comprising:
 adding embedded text to the 3-D movie.

25 16. The method of claim 13 further comprising:
 adding magnifier view to an image frame of the 3-D movie.

17. The method of claim 13 further comprising:
 creating a thumbnail view to the 3-D movie.

30 18. The method of claim 13 further comprising:
 performing at least one of cutting, cropping, adjusting color and resizing the 3-D
movie.

35 19. A method of creating a magnified view of an image comprising:

5 obtaining a digital photo from an image source;
obtaining a user input defining a background image size and a magnified image
size;
creating a magnified image corresponding of at least a part of the background
image frame;
10 combining an image file comprising of the magnified image and the background
image with recorded voiceover; and
associating the image file with a call center module, wherein the call center
provides bi-directional, real time communication between an agent and a client
simultaneously viewing the image file.

15 20. The method of claim 19 providing communication means including one of: voice
chat, text chat, voice email, text email, group chat and shopping cart.

20 21. The method of claim 19 further comprising:
adding embedded text to the magnified image.

22. The method of claim 19 further comprising:
creating a thumbnail view to the magnifier image.

25 23. The method of claim 19 further comprising:
performing at least one of cutting, cropping, adjusting color and resizing the
magnifier image.

30 24. A system for providing a real time interactive environment, over the Internet, between
an agent of an online retailer and a client, comprising:

means for creating images of a product of the online retailer, the images including
at least one of a panorama view image, a 3-D movie and a magnified image frame;

means for providing a call center services for real time, bi-directional
communication between the agent and the client,

5 means for combining the product image with recorded voiceover, the voiceover further describing the product;

means for providing means by which the agent can push onto the client computer an alternative product, wherein the agent and the client view the alternative product simultaneously;

10 means for providing means for the retailer to receive client input; and

means for providing a web server for hosting the created image of the product of interest and hosting the call center.

25. A system for providing a real time interactive environment, over the Internet, between an agent and a client, comprising:

15 means for creating images of a product, the images including at least one of a panorama view image, a 3-D movie and a magnified image frame;

means for providing a call center services for real time, bi-directional communication between the agent and the client,

20 means for combining the product image with recorded voiceover, the voiceover further describing the product;

means for providing means by which the agent can push onto the client computer an alternative product, wherein the agent and the client view the alternative product simultaneously; and

25 means for providing means for receiving client input.

26. A computer program product embodied in a computer readable medium for creating a panorama image comprising:

code means for obtaining digital photos from an image source;

code means for stitching digital photos to create a panorama image;

30 code means for compressing the panorama image;

code means for recording voiceover related to the panorama image; and

code means for associating the panorama image with a call center module,

wherein the call center provides bi-directional, real time communication between an agent and a client viewing the panorama image.

5 27. A computer program product embodied in a computer readable medium for creating a 3-D movie comprising:

code means for obtaining a plurality of digital photos from an image source;

code means for combining the plurality of digital photos to create a 3-D movie;

code means for compressing the 3-D movie;

10 code means for recording voiceover related to at least one frame of the 3-D movie; and

code means for associating the 3-D movie with a call center module, wherein the call center provides bi-directional, real time communication between an agent and a client viewing the 3-D movie.

15 28. A computer program product embodied in a computer readable medium for creating a magnified view of an image frame comprising:

code means for obtaining a digital photo from an image source corresponding to a selected image frame;

20 code means for obtaining a user input defining a background image size and a magnified image size;

code means for creating a magnified image corresponding to the selected image frame;

code means for combining the selected image frame with recorded voiceover;

25 and

code means for associating the selected image with a call center module, wherein the call center provides bi-directional, real time communication between an agent and a client viewing the selected image frame.